FIG. 1

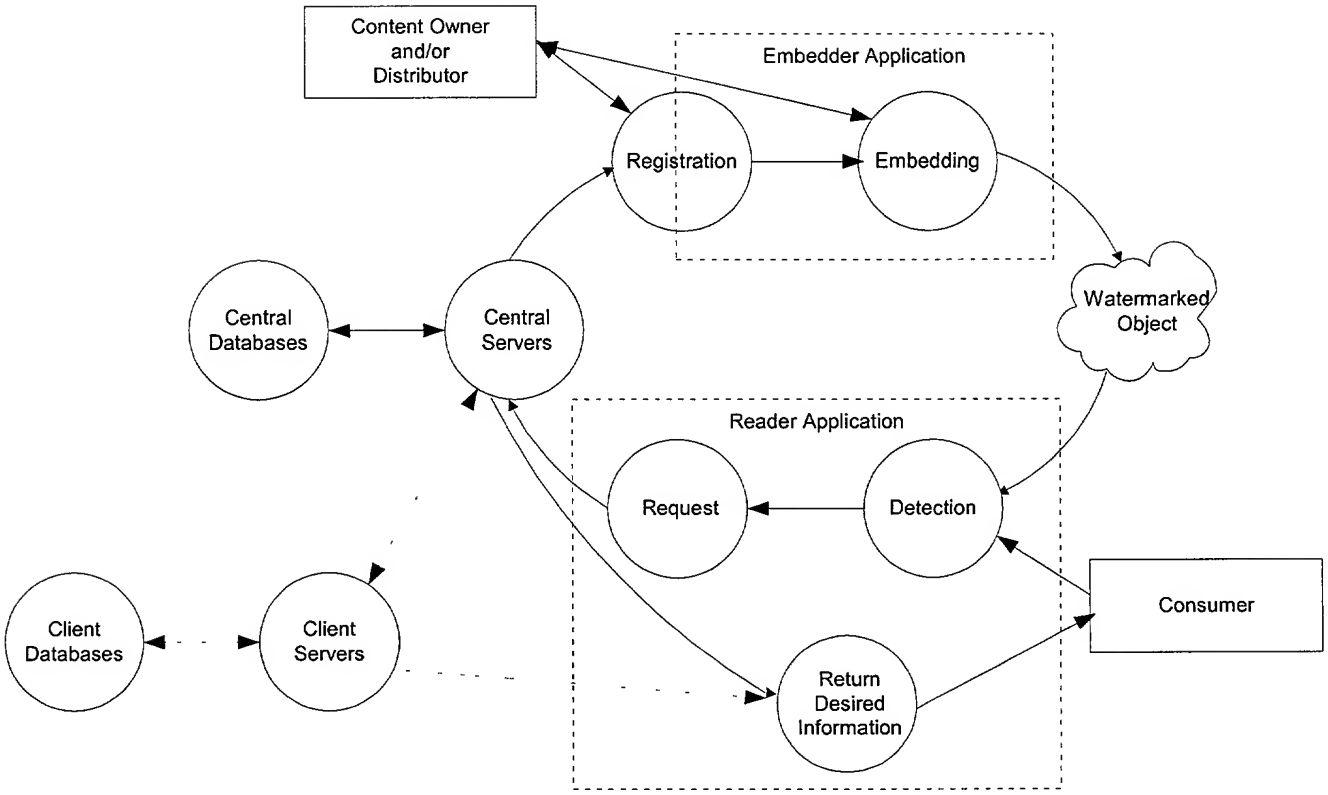

Content Owner and/or Distributor
Embedder Application
Registration
Embedding
Central Databases
Central Servers
Watermarked Object
Reader Application
Request
Detection
Client Databases
Client Servers
Consumer
Return Desired Information

FIG. 2

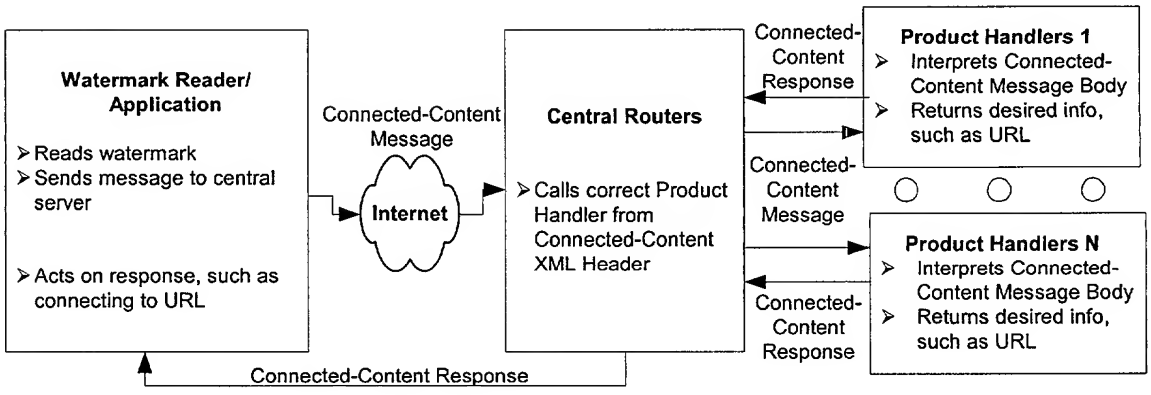

Watermark Reader/ Application
Reads watermark
Sends message to central server
Acts on response, such as connecting to URL
Connected-Content Message
Internet
Central Routers
Calls correct Product Handler from Connected-Content XML Header
Connected-Content Response
Connected-Content Message
Connected-Content Response
Product Handlers 1
Interprets Connected-Content Message Body
Returns desired info, such as URL
Product Handlers N
Interprets Connected-Content Message Body
Returns desired info, such as URL
Connected-Content Response

FIG. 3

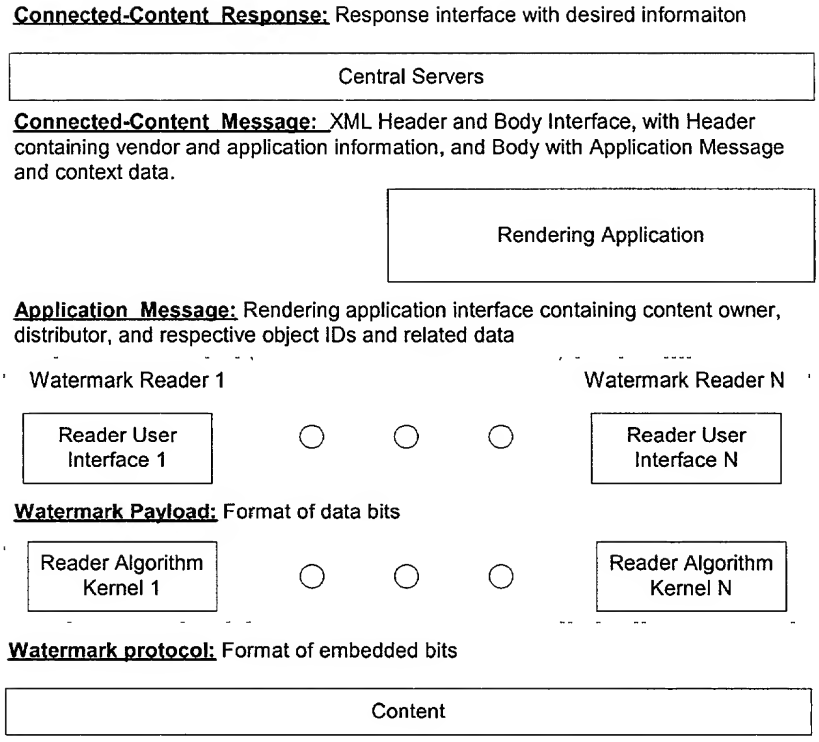

Connected-Content Response: Response interface with desired informaiton
Central Servers
Connected-Content Message: XML Header and Body Interface, with Header containing vendor and application information, and Body with Application Message and context data.
Rendering Application
Application Message: Rendering application interface containing content owner, distributor, and respective object IDs and related data
Watermark Reader 1
Watermark Reader N
Reader User Interface 1
Reader User Interface N
Watermark Payload: Format of data bits
Reader Algorithm Kernel 1
Reader Algorithm Kernel N
Watermark protocol: Format of embedded bits
Content

FIG. 4

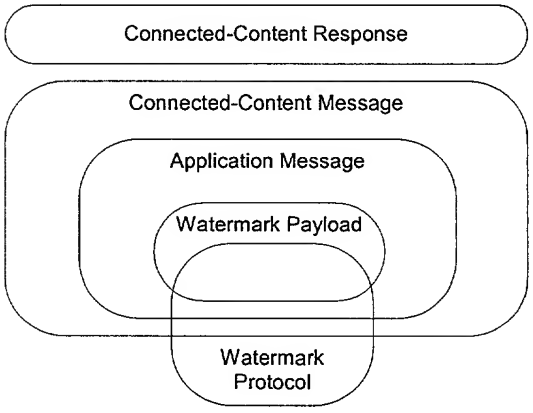

Connected-Content Response
Connected-Content Message
Application Message
Watermark Payload
Watermark Protocol

FIG. 5

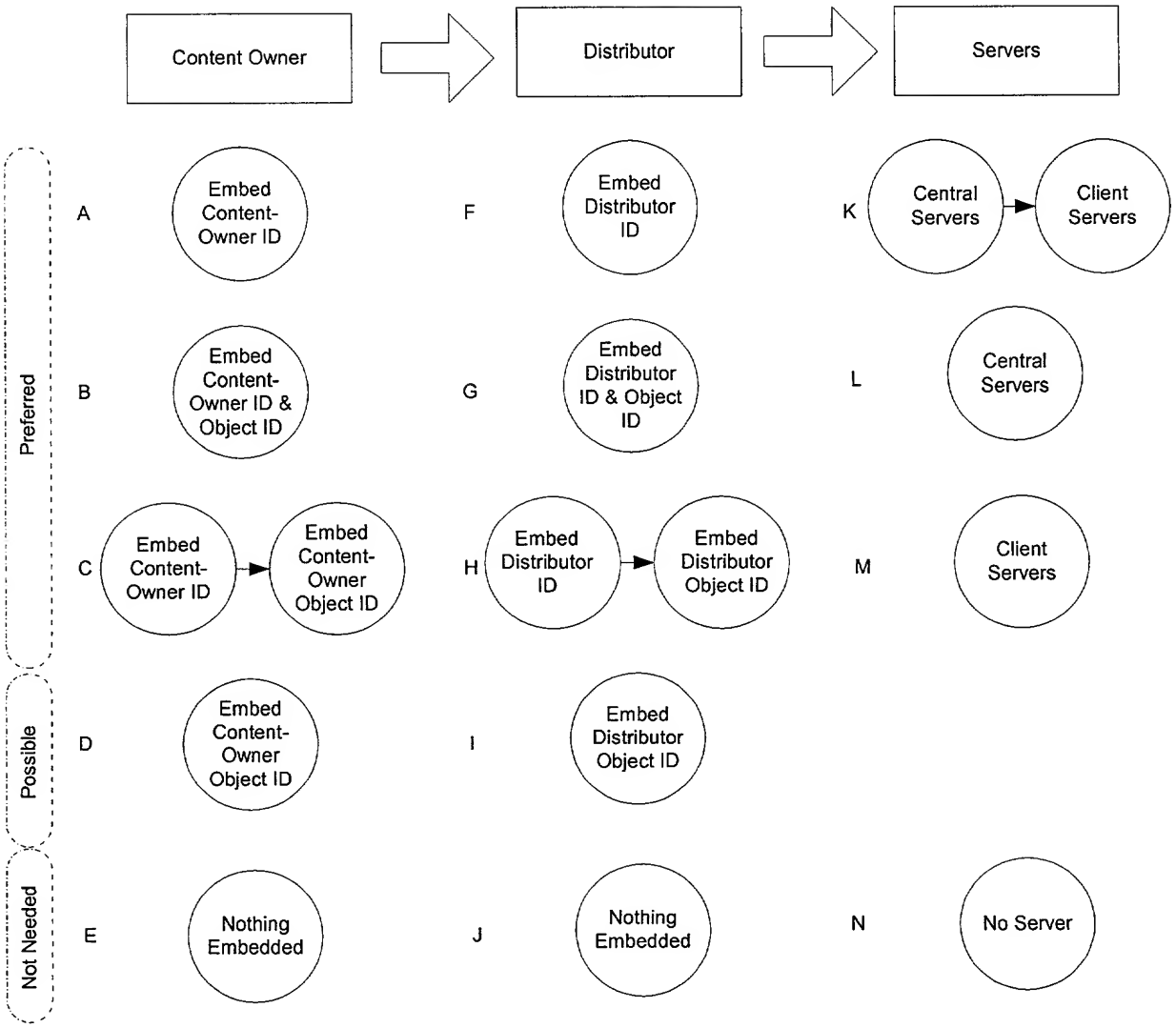

Content Owner
Distributor
Servers
Preferred
Possible
Not Needed
A
Embed Content-Owner ID
F
Embed Distributor ID
K
Central Servers
Client Servers
B
Embed Content-Owner ID & Object ID
G
Embed Distributor ID & Object ID
L
Central Servers
C
Embed Content-Owner ID
Embed Content-Owner Object ID
H
Embed Distributor ID
Embed Distributor Object ID
M
Client Servers
D
Embed Content-Owner Object ID
I
Embed Distributor Object ID
E
Nothing Embedded
J
Nothing Embedded
N
No Server

FIG. 6

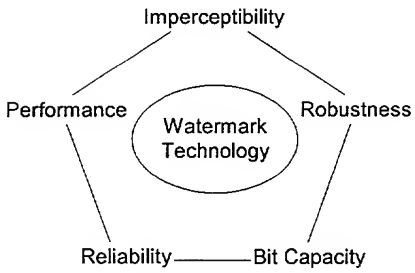

Imperceptibility
Performance
Watermark Technology
Robustness
Reliability
Bit Capacity

FIG. 7

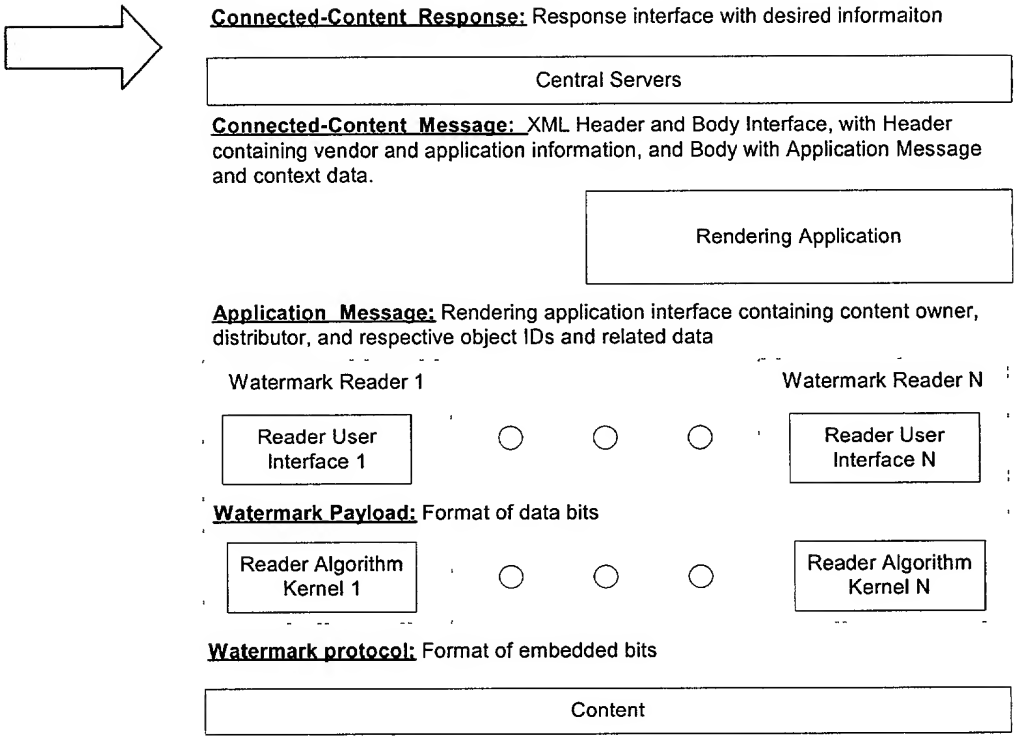

Connected-Content Response: Response interface with desired informaiton
Central Servers
Connected-Content Message: XML Header and Body Interface, with Header containing vendor and application information, and Body with Application Message and context data.
Rendering Application
Application Message: Rendering application interface containing content owner, distributor, and respective object IDs and related data
Watermark Reader 1
Watermark Reader N
Reader User Interface 1
Reader User Interface N
Watermark Payload: Format of data bits
Reader Algorithm Kernel 1
Reader Algorithm Kernel N
Watermark protocol: Format of embedded bits
Content

FIG. 8

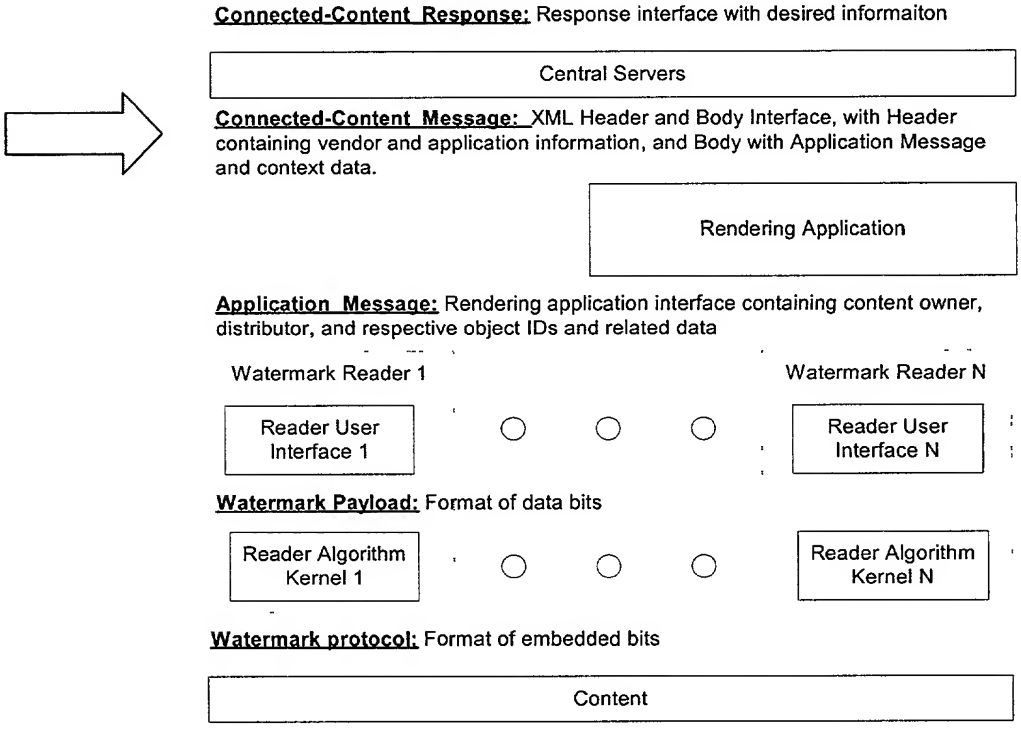

Connected-Content Response: Response interface with desired informaiton
Central Servers
Connected-Content Message: XML Header and Body Interface, with Header containing vendor and application information, and Body with Application Message and context data.
Rendering Application
Application Message: Rendering application interface containing content owner, distributor, and respective object IDs and related data
Watermark Reader 1
Watermark Reader N
Reader User Interface 1
Reader User Interface N
Watermark Payload: Format of data bits
Reader Algorithm Kernel 1
Reader Algorithm Kernel N
Watermark protocol: Format of embedded bits
Content

FIG. 9

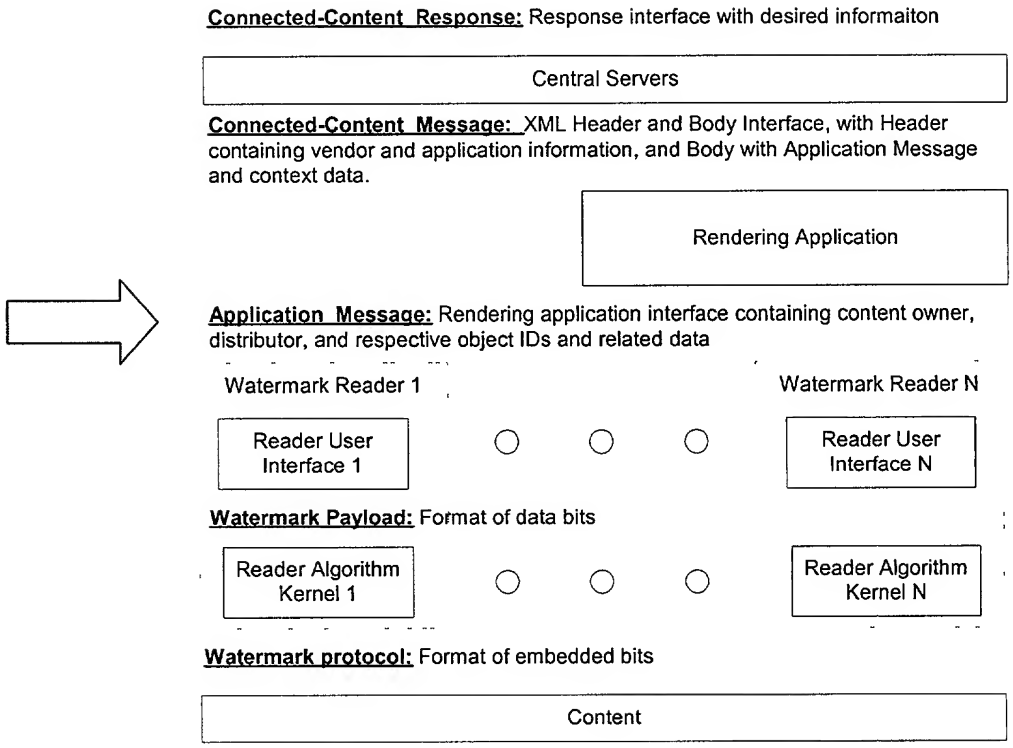

Connected-Content Response: Response interface with desired informaiton
Central Servers
Connected-Content Message: XML Header and Body Interface, with Header containing vendor and application information, and Body with Application Message and context data.
Rendering Application
Application Message: Rendering application interface containing content owner, distributor, and respective object IDs and related data
Watermark Reader 1
Watermark Reader N
Reader User Interface 1
Reader User Interface N
Watermark Payload: Format of data bits
Reader Algorithm Kernel 1
Reader Algorithm Kernel N
Watermark protocol: Format of embedded bits
Content

FIG. 10

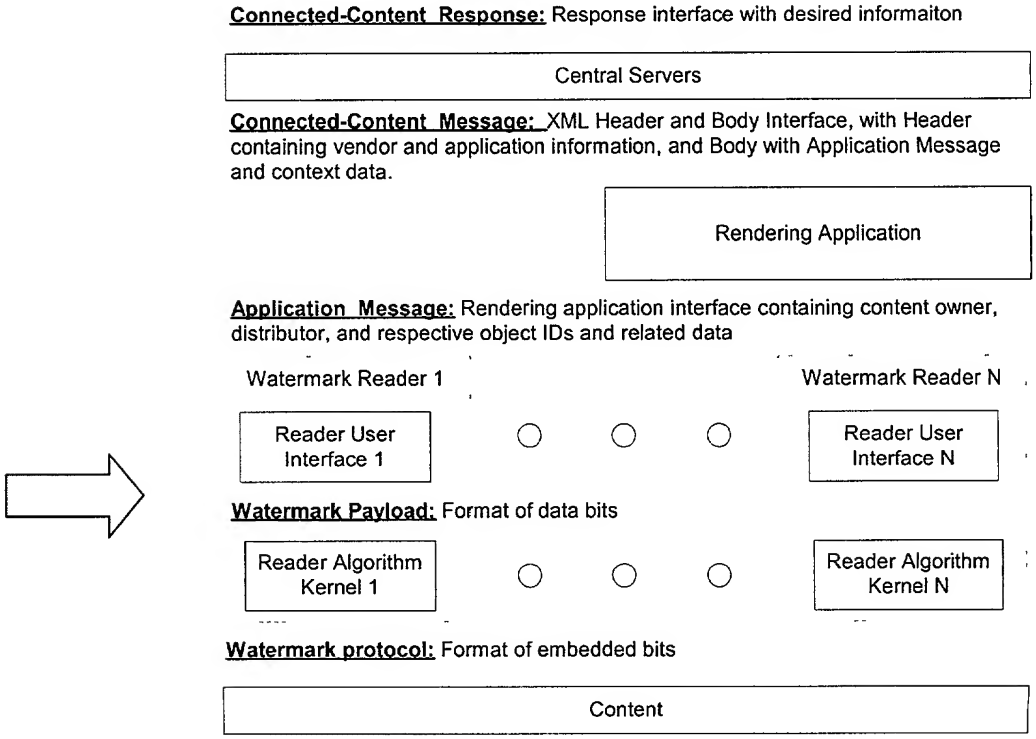
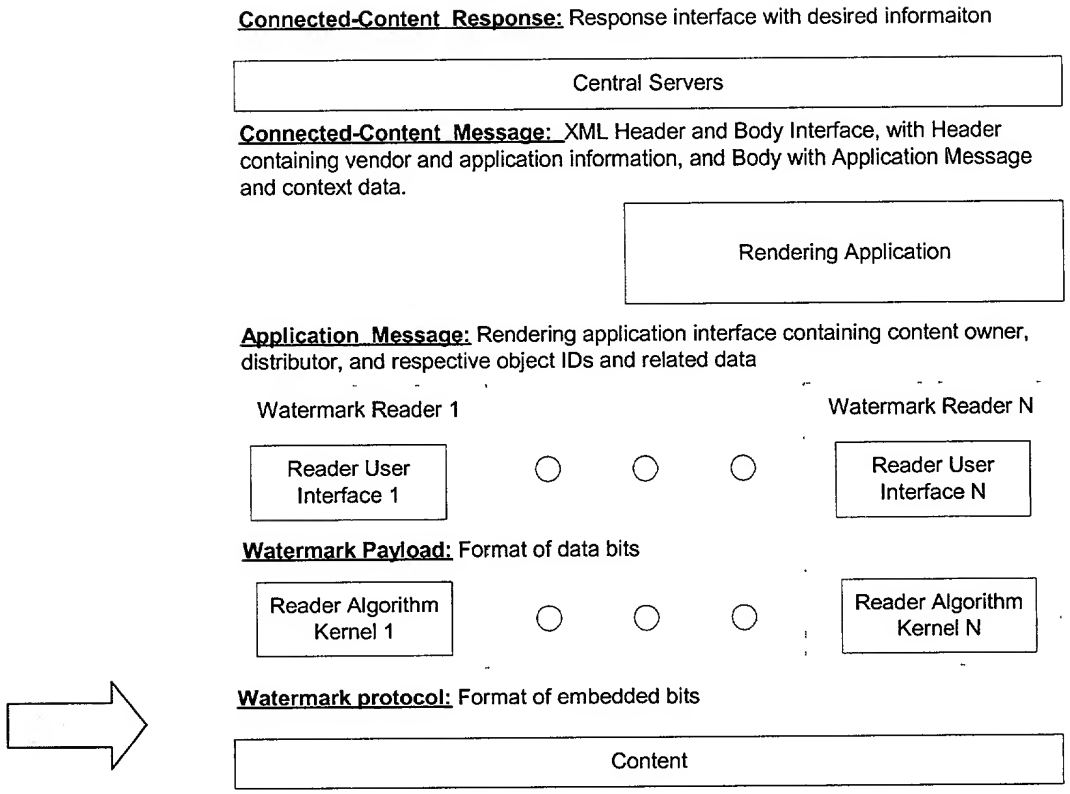

Connected-Content Response: Response interface with desired informaiton
Central Servers
Connected-Content Message: XML Header and Body Interface, with Header containing vendor and application information, and Body with Application Message and context data.
Rendering Application
Application Message: Rendering application interface containing content owner, distributor, and respective object IDs and related data
Watermark Reader 1
Watermark Reader N
Reader User Interface 1
Reader User Interface N
Watermark Payload: Format of data bits
Reader Algorithm Kernel 1
Reader Algorithm Kernel N
Watermark protocol: Format of embedded bits
Content

FIG. 11


Connected-Content Response: Response interface with desired informaiton
Central Servers
Connected-Content Message: XML Header and Body Interface, with Header containing vendor and application information, and Body with Application Message and context data.
Rendering Application
Application Message: Rendering application interface containing content owner, distributor, and respective object IDs and related data
Watermark Reader 1
Watermark Reader N
Reader User Interface 1
Reader User Interface N
Watermark Payload: Format of data bits
Reader Algorithm Kernel 1
Reader Algorithm Kernel N
Watermark protocol: Format of embedded bits
Content